

Lamar Advertising



"Implementation of salesforce.com and Cloud9 Analytics has simplified data management and reporting. Having all our data in one place makes a huge difference in our business productivity."

Dave Shirey

Sales Manager, Lamar Advertising Pittsburgh



CoreMatrix Systems helps Lamar Advertising Pittsburgh modernize its sales team by successfully implementing the salesforce.com CRM and Cloud9 Analytics applications. The combination of CoreMatrix, salesforce.com and Cloud9 has allowed Lamar Advertising Pittsburgh to dramatically increase sales team effectiveness.

The Challenge

- ACT!, Outlook and Excel were inadequate for managing a dynamic sales team
- Manual and outdated business processes created poor pipeline visibility and wasted time on administration
- Lacked unified database for customer information
- Needed to modernize the sales force with on-demand tools and best practices

The Solution

- CoreMatrix implemented salesforce.com; executives mandated an "If it isn't in salesforce.com, it doesn't exist and you don't get paid" policy, accelerating user adoption
- CoreMatrix removed previous data ambiguities and process confusion through process re-engineering and end user training
- CoreMatrix used Cloud9 Analytics to create customized dashboards that improved pipeline visibility, forecast accuracy, and rep collaboration, while helping management run the business more efficiently



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The Story

Lamar Advertising Company provides outdoor advertising services in the United States, Canada, and Puerto Rico. Lamar Advertising Pittsburgh boasts one of the most dynamic and innovative sales teams in the country. Under new sales management leadership, the Pittsburgh office chose CoreMatrix Systems to implement salesforce.com. The implementation increased revenue, delivered higher value to customers and modernized its sales team. The old sales processes using non-integrated, manual tools such as Microsoft Excel, ACT! and various homegrown solutions made it challenging and time consuming to get accurate and up-to-date revenue forecasts and other critical sales metrics. "We needed to implement an online CRM solution that delivered immediate benefit to our sales team without the barriers characteristic of traditional CRM products such as high costs, long implementations and unnecessarily complex designs," explains David Shirey, Sales Manager for Lamar's Pittsburgh office.

After considering other solutions, Shirey chose to deploy salesforce.com to his team of account executives. He also chose CoreMatrix to implement the system based on their industry experience and reputation in the marketplace. "Lamar Pittsburgh needed their internal processes seamlessly integrated with salesforce.com, they needed analytic capability, and most importantly they needed strong user adoption," says Paul Nix, co-founder of CoreMatrix Systems. "Having completed over 400 salesforce.com implementations, we knew we had both the resources and expertise to help them achieve their vision quickly and efficiently."

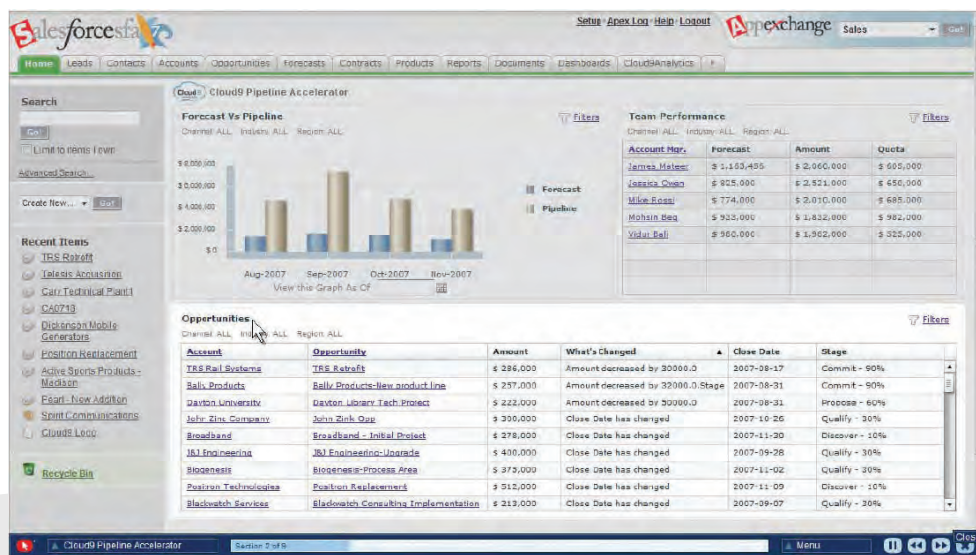
Implementing the system and training users was a quick and smooth process for CoreMatrix. In less than a month the system was tailored to match the Pittsburgh office's opportunity and account management processes. CoreMatrix guided members of the sales, IT and marketing teams through a strategic business process re-engineering session to determine the best path forward, and to help align the customer's unique business needs with industry best practices. CoreMatrix also provided project management leadership to help Lamar Pittsburgh customize and deploy salesforce.com on time and within budget. Lamar Advertising Pittsburgh now has a single, integrated view of its sales process, empowering its reps and account teams to access information, collaborate and respond to customer needs, all in real time. "CoreMatrix made sure that our implementation of salesforce.com met all of our business needs and delivered much more than traditional CRM software ever could in such a short time period", says Shirey. Ease of adoption made change management minimal. Older methods of administering proposals and collating data are now automated and streamlined. Both Shirey and Tim Palochak, Assistant Sales Manager, concur that it is difficult to imagine not having a tailored salesforce.com implementation to help them run the business.

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The Story (continued)



The next piece in the puzzle was analytic capability. Senior management needed to be able to view data in a summarized fashion in order to make strategic business decisions. “We wanted something simple, which relied on pointing and clicking rather than in-depth software knowledge and a reliance on IT to build reports,” stated Palochak – enter dashboards. Lamar worked with CoreMatrix and Cloud9 Analytics to develop customized dashboards that provide at-a-glance information with drill-down capabilities into new opportunities, top deals, expired and/or closed opportunities and general adoption metrics. “Integrating solutions like Salesforce with Cloud9 Analytics is something we specialize in,” says Paul Nix of CoreMatrix. “The resulting increases in visibility and efficiency can have a profound effect on a company’s bottom line.”



The ability to drive real-time data throughout its operation generated immediate benefits for the Pittsburgh office. The overall sales process and administrative activities are completed quickly, accurately and with more ease. Moreover, sales management can trust that they receive everything they need to run the business. The Pittsburgh office also benefits from Cloud9 Pipeline Accelerator – an innovative analytic application embedded within the familiar salesforce.com interface. The software empowers sales managers and their teams by prioritizing sales opportunities, calculating pipeline coverage, watching for changes in the current opportunity pipeline and connecting reps working on similar deals. Sales managers also benefit from customized Cloud9 Messenger email alerts that highlight key ‘what’s changed’ sales metrics enabling them to lead by detecting and correcting issues proactively. Shirey estimates that the new Cloud9 Analytics software allows him to run his weekly pipeline review meetings in half the time.

Thanks to CoreMatrix, salesforce.com and Cloud9 Analytics, Lamar Advertising Pittsburgh has realized its vision of becoming a modern, efficient, data driven company. **“The teaming of CoreMatrix, salesforce.com and Cloud9 Analytics was a winning combination for us”, says Shirey. “We look forward to using the team to continue to improve our sales success.”**